

# *LESS PAPER* Campaign





We consume far more paper  
than we need...

We need to change our habits and conserve our forests, as they are the lungs of our planet and the protectors of biodiversity. Trees clean our air by absorbing pollutant gases. They also generate the vital oxygen for the air we breathe.



# Statistics to Consider

## - on Paper Consumption

- North Americans consume more paper per capita – than anyone else on earth
- North American paper consumption remains a major driver of forest destruction
- 40% of the world's industrial logging goes into making paper, and this is expected to reach 50% in the near future
- Paper production is the 3<sup>rd</sup> most energy-intensive of all manufacturing industries, and is also the 4<sup>th</sup> largest emitter of greenhouse gases

# Statistics to Consider

## - on Paper Recycling

- Only 1/4 of Canada's waste paper and paperboard is recycled
- 77% of paper is recycled in the Netherlands and 67% of paper is recycled in Germany
- Recycled paper requires 64% less energy than making paper from virgin wood pulp.
- Recycling half the world's paper would save 20 million acres of forestland.
- Every ton of recycled paper saves about 17 trees

# Facts about Junk Mail



- Junk mail in the US accounts for over 100 million pieces of mail each year – about 20% of all mailed delivered in the world
- Every year, households get 848 pieces of junk mail, which requires 6.5 million tons of paper
- Approximately 44% of junk mail goes to landfills unopened

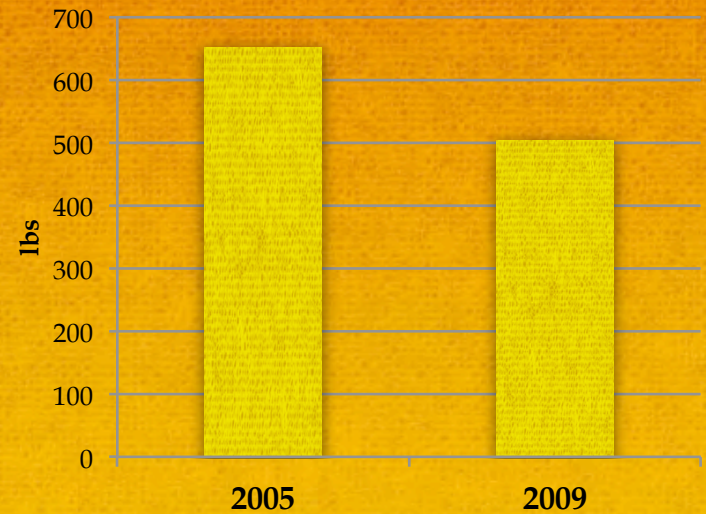
**Contact Companies to Stop Sending you Junk Mail!**



# There is good news!

*Total paper use in North America is starting to decline.*

Paper Consumption In North America



# What do we need to do?

**Join the culture shift:**

*Small changes add up to a lot!*



# REDUCE PAPER USE - Technology can Help

- Set your margins to 'medium' or 'narrow'
- Send faxes to computers for electronic distribution
- Use electronic communication (*email, websites, e-newsletters, twitter, blogs, videos, etc.*)
- Set computers and photocopiers to double-sided printing as the default
- Learn how to cut and paste web pages, images, etc. into a word document, or use 'print current page' so you only print what you need
- Always use 'print preview' before you print, to double-check



# REDUCE PAPER USE - A New Mindset can Help!

- Make meetings as paperless as possible – *save the agenda on your tablet or smartphone, send electronic copies of handouts, give out web links to articles. etc.)*
- “Think before you print” to minimize photocopying
- Use individual passcodes for photocopiers
- Learn how optimize an electronic filing system for quick, easy retrieval of documents *(no more binders filled with paper!)*
- Support the move to paperless pay receipts, invoicing, record keeping, work orders, etc.

# REDUCE PAPER USE - Change you Daily Habits!

- Use a reusable travel mug instead of paper cups. Some coffee places (e.g., Tim Horton's) give a discount!
- Reduce the use of paper cups and disposable paper plates by keeping reusable dishes in the school for meetings and events.
- Buy products with the least paper packaging. Support businesses that follow environment friendly practices. Buy recycled paper materials or materials that came from sustainable managed forests.



# Teachers –

**You *can* minimize  
your copying!**

**Project your computer/tablet**

*to display information, worksheets,  
shared reading, songs, etc. on a  
screen instead of individual handouts*

**Collect back class sets**

*of booklets, song sheets, poems,  
information sheets, labs, etc. and  
reuse them again*

**Have students submit  
assignments electronically**

*using Google Classroom, etc.*

**Think before you laminate!**

*It can't be recycled and will never  
degrade in our landfills.*

Teachers are often  
change facilitators and  
models of social  
consciousness for their  
students

Promote environmental  
stewardship in your  
day-to-day actions and  
teaching strategies



# Promote a *"Think Before You Print"* Attitude

Pushing the print button is too easy...and wasteful. So the next time you are about to press that button, ask yourself the golden rule of saving paper:

*"Do I really need to print this?"*



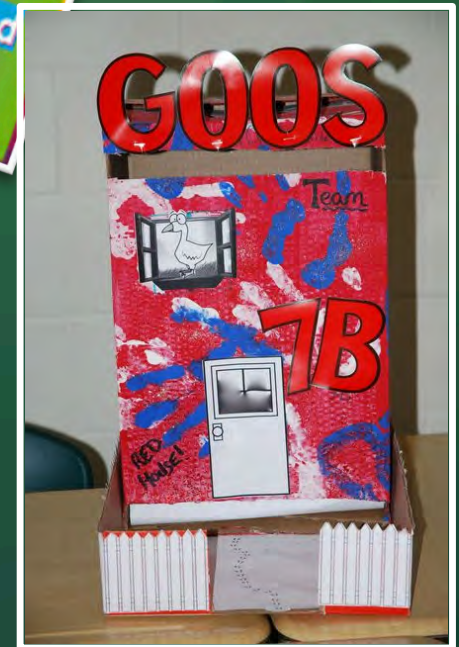
# Use GOOS Bins

Good On One Side  
paper bins

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Don't recycle it yet  
- REUSE it first !

*Use the other side of a page to  
make a 'to do' list, write a  
note, as scrap paper for  
calculations, or to use for  
artwork, etc.*





*Reduce first,  
then Reuse,  
and finally, Recycle...*

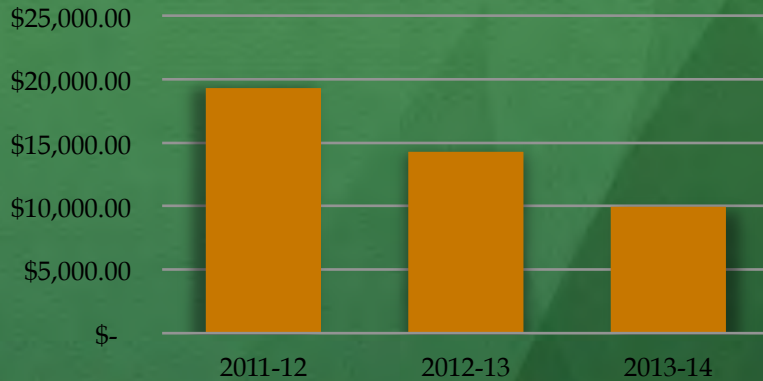


**NEVER** put paper products  
in the garbage.

*Recycle properly!*



## Paper & Copying Costs



# SCHOOLS – SET A TARGET!

*Review your paper and photocopying costs  
for the past few years*

Some schools have already saved  
**thousands** of dollars  
and were able to put this money towards  
critical budget items



# LESS PAPER Campaign

*Post 'Less Paper Campaign' posters near all your photocopiers.*

*Reduce paper consumption board-wide!  
Let's see how many trees we can save!*



The poster features a green background with a tree icon in the top right corner. The title 'LESS PAPER Campaign' is in large, bold, black letters. Below it, the slogan 'Think before you print!' is written in a cursive font. A central graphic shows a stack of paper with a tree and the text 'is MORE'. To the right, a quote states: 'North Americans consume more paper than anyone else on earth!'. The poster is divided into sections: 'STANDARDS OF PRACTICE' with a bulleted list of seven items; 'If you must print...' with three columns of advice; and three steps: 'Step One: Reduce', 'Step Two: Reuse', and 'Step Three: Recycle'. A tree icon is at the bottom right with the slogan 'Think before you Print!'.

## LESS PAPER Campaign

*Think before you print!*

*North Americans consume more paper than anyone else on earth!*



### STANDARDS OF PRACTICE

- Use an electronic filing system, not a paper one
- Set computers and photocopiers to double-sided printing as the default
- Give staff individual passcodes for copying
- Send faxes to computers for electronic distribution
- Create paperless invoicing, record keeping, work orders, etc.
- Make meetings as paperless as possible
- Use electronic communication

#### If you must print...

<b>Set margins to 'medium'</b> <i>Or even narrower if it is for personal use and accessibility is not an issue.</i>	<b>Print Double Sided</b> <i>Cut your paper usage in half!</i>	<b>Always check – use 'print preview'</b> <i>Before you hit the print button, check if you are printing what you really need.</i>
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#### Step One: Reduce

Is the best of the 3 R's. Don't use up a precious resource in the first place!

#### Step Two: Reuse

Create a GOOS bin! (For paper that is still Good On One Side)

#### Step Three: Recycle

NEVER throw paper into the garbage. Recycle paper to keep it out of our landfills.



**Think before you Print!**



# The time to act is now!

If you're truly passionate about saving trees, consider getting involved in an organization working to save the world's remaining forests. It takes courage to make changes to your own habits and help others to do the same.